

## CERF Outreach & Engagement Committee Notes

March 8th, 2023

### New Updates:

- LA HRTC Fiscal – CCF agent has received the contract with the State. CCF will be entering into a MOU with LAEDC to formalize the Convenor role. Next step updates will be forthcoming.

### LA HRTC Member Enrollment:

- 500 goal of engaged partners after 45 Day Outreach and Engagement period, as of March 6<sup>th</sup> we have 199 onboarded members.
  - The goal is to have balanced representation among the number of stakeholders per SPA.
- Link to updated GIS Map: <https://laedc-iae.maps.arcgis.com/apps/instance/basic/index.html?appid=7ddb93d3e1f43bd8bfd68d288b67d02>
- Entire Stakeholder Report attached below.

### Request for SPA-Based Report of “disinvested communities”:

- **Request** LAEDC to come up with a method for us to be able to extract and gain access to disinvested community data within each of our SPAs (PUA, HUA, Median Income, Environ. Screen) > Sharable and searchable tool.

### Communication Tools:

- **Request** for wording that speaks to businesses, economic development and govt agencies through an alternate rendition of the Fact Sheet & Email Template.
- Scarlet will reach out to those who are interested in providing that additional language.

### Jam Board Activity:

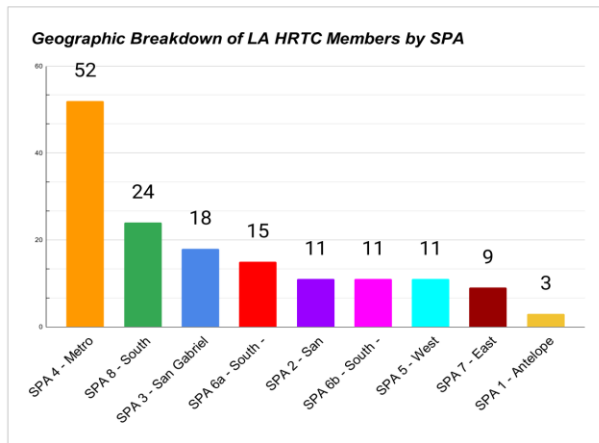
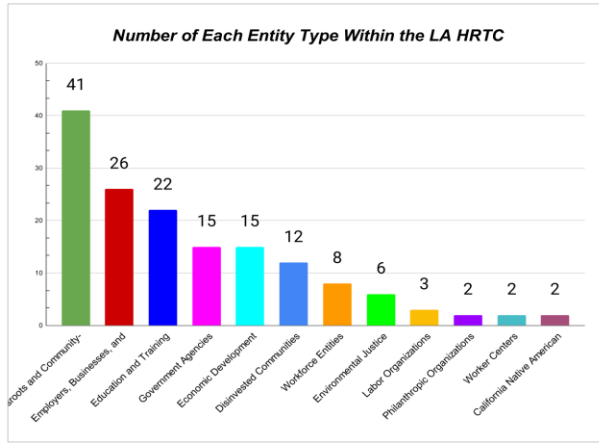
- The goal of this activity is for the committee to explore the different and unique ways our partners engage with their constituents. To learn best practices that we might not all know, to help define and shape our Outreach RFPS and ensure we consider the various aspects of engagement.
- Jam board activity 2 questions:
  - 1. What do outreach & engagement activities mean to you?
  - 2. What do our community-based orgs and stakeholders need from LAEDC & the HRTC to be effective in its outreach & engagement efforts?
- Jam board Activity Notes attached below.

### Resources:

[CERF Fact Sheet](#)

[Email Recruitment Template](#)

**Stakeholder Analysis Data:**



**Community Economic Resilience Fund**  
Los Angeles HRTC Outreach Committee Update Report  
As of 03/06/2021

	Total Count	%
<b>LA HRTC Members:</b>		
# of HRTC Members (fully executed & data)	145	72.86%
# of HRTC Members Executed (data incomplete)	54	27.14%
<b>Total HRTC Member Count</b>	<b>199</b>	<b>100%</b>
<b>Geographic Breakdown of LA HRTC Members</b>		
SPA 4 - Metro	52	26.17%
SPA 8 - South Bay/Harbor	24	12.06%
SPA 3 - San Gabriel	18	9.05%
SPA 6a - South - East	15	7.54%
SPA 2 - San Fernando	11	5.53%
SPA 6b - South - West	11	5.53%
SPA 5 - West	11	5.53%
SPA 7 - East	9	4.52%
SPA 1 - Antelope Valley	3	1.51%
<b>Total</b>	<b>154</b>	<b>100%</b>
<b>Stakeholder Type (per SFP)</b>		
Grassroots and Community-Based Organizations	41	
Employers, Businesses, and Business Associates	26	
Education and Training Providers	22	
Government Agencies	15	
Economic Development Agencies	15	
Disinvested Communities	12	
Workforce Entities	8	
Environmental Justice Organizations	6	
Labor Organizations	3	
Philanthropic Organizations	2	
Worker Centers	2	
California Native American Tribes	2	
<b>Primary Subgroup Representation (12 Affinity Hubs)</b>		

Affinity Hub	Primary Constituency Served	Secondary Constituency Served	
Youth	Focus: foster care, opportunity, justice-involved & LGBT youth	27	13
Families	Focus: dom. violence, social service ags, HRSA, LGBT & single parent families	12	18
Homeless, Veterans & Seniors	Focus: veterans, seniors, homeless & those not seeking employment	8	9
Underemployed Adults	Focus: underemployed adults, incl. justice involved or disabled workers	17	12
Labor & Workers	Focus: laborers, worker centers, workforce development	6	9
Immigrants	Focus: immigrant rights, undocumented individuals, street vendors	9	5
Employers, Business & Trade Assoc.	Focus: chambers, industry clusters, trade assoc., large and small businesses	27	20
Environmental & Sustainability	Focus: environmental justice, clean mobility, green equity, & climate advocacy	9	7
Economic Development	Focus: CDOs, bus. imp. dev., regional CDOs, tribal agencies, planning ag.	20	21
Civ. Eng. & Place-Based Coalitions	Focus: sub-regional tables, place-based coalitions, social justice orgs, faith base	6	11
Academia	Focus: school districts, community colleges, universities	5	2
Institution & Government	Focus: academia, government, elected officials/lobby, PNA, CDOs	8	12
<b>Unregistered Community Stakeholders Engaged</b>			
<b>Stakeholder Type (per SPJ)</b>	<b>Primary Entity Type</b>		
Grassroots and Community-Based Organizations, Community Organizers, and Community Members		12	
Government Agencies		8	
Education and Training Providers		7	
Philanthropic Organizations		3	
Economic Development Agencies		3	
Employers, Businesses, and Business Associations		2	
Workforce Entities		1	
Disinvested Communities		0	
Labor Organizations		0	
Environmental Justice Organizations		0	
California Native American Tribes		0	
Worker Centers		0	

### Community Economic Resilience Fund

Los Angeles HRTC Outreach Committee Update Report  
As of 03/02/2023

#### Geographic Diversity by Affinity Hub (Member Count)

LA HRTC Affinity Hub	SPA 1	SPA 2	SPA 3	SPA 4	SPA 5	SPA 6a	SPA 6b	SPA 7	SPA 8	Total
Academia			3	2	3					8
Civ. Eng. & Place-Based Coalitions			1	3	1	3				8
Economic Development	1	2	3	5	1	2				23
Employers, Business & Associations	1	4	4	10	4	2	3	2	4	34
Families			3	2	1		4	2	1	17
Homeless, Veterans & Seniors			1		5	1			1	10
Immigrants			1	1	5	1			2	10
Institution & Government			1		5				1	8
Labor & Workers			1		8		2			11
Sustainability			3	1	8	2	1			16
Underemployed Adults			1	6	7		5		3	22
Youth			4	2	6	4	2		5	32
<b>Total Count - LA HRTC Members</b>	<b>2</b>	<b>20</b>	<b>23</b>	<b>63</b>	<b>15</b>	<b>24</b>	<b>14</b>	<b>12</b>	<b>27</b>	<b>199</b>

Note: Each Affinity Hub is comprised of subgroups that represented specific types of constituencies that the HRTC represents. Our goal is to represent the voice of our local stakeholders, community members and residents, NOT the voice of our individual organizations. We serve the need of our residents, stakeholders and beneficiaries of services. Organization Representatives or individuals may participate in the table of one or more affinity hub.

Operationalizing Stakeholder Inclusivity: Nontraditional Approach

**Jam Board Activity Attachments:**

## What do outreach & engagement activities mean to you?

This jam board contains several sticky notes with the following text:

- engagement
- Personal connection with targeted audience
- Long term process
- Time to engage, learn, think, and respond.
- Townhalls and block parties
- connecting with local community members and business owners to capture their experience and needs
- Door-to-Door, Phone Trees, Text Banking, Tabling, Presentations at Community Events or Community Programming, Information on Bulletin Boards
- Opportunities to share what each community needs to recover from COVID, unemployment, etc.
- Convening Forums, townhalls and digital assets outreach
- Ensuring that community members have an opportunity to share their ideas for economic resiliency
- A commitment
- Getting a specific message out to our target audience through direct contact (via notices, virtual/in-person meetings, etc.)
- Define the audience who needs to give and receive information to accomplish the goals. Find the impacted people and where and how they can be best informed.
- Fostering informed thought ideas and strategies
- Creating a communication tool that is accessible to all with updates, opportunities, project descriptions, etc.
- Provide very specific ways to express needs and concerns as we go during the life of the project.

## What do our community-based organizations and stakeholders need from LAEDC & the HRTC to be effective its outreach & engagement efforts ?

This jam board contains several sticky notes with the following text:

- need funding from LAEDC to pay stipends for family for childcare who attend outreach meetings
- Timeline of phases of different steps, including, but not limited to, outreach, engagement, review, initial decision making, and feedback on the preliminary decisions.
- A bullet list of the total engagement process.
- Partners need to be able to accurately frame the process and explain how the outcome may become different with more community engagement.
- clarity of how each voice will roll up to the tables
- Know how our ideas end up in the plan
- Clearly identified touch points for community members.
- systems to capture information
- Clear purpose and objectives
- standardized queries that can be aggregated
- Clearly articulate goals and requests for needed input and actions with deadlines and examples.
- Regular communication process that is available in various formats...newsletter, social media, videos, presentations...
- Main Point of Contact, FAQ on the website, Technical Assistance
- Visibility
- Support from LAEDC for community presentations
- transparency in steering committee review of information received
- Capacity-Building opportunities (e.g., trainings, workshops) to learn the process
- A better understanding of potential outcomes from the CESP process.
- be able to understand why we are doing it and how this will fit into the overall project goals